



Rambus Announces Pentelic™ Lighting Solutions

Demonstrates unprecedented performance for LED-based lighting products

SUNNYVALE, Calif.--(BUSINESS WIRE)-- [Rambus Inc.](#) (NASDAQ:RMBS), one of the world's premier technology licensing companies, today unveiled its Pentelic™ lighting solutions which allow lighting designers to harness all the advantages of light emitting diodes (LEDs). Pentelic solutions include design support for complete lighting fixtures tailored to the specific application requirements of licensees. With Pentelic solutions, licensees can create the highest efficiency edge-lit LED light fixtures using Rambus technology that provides precise ray angle control and unparalleled freedom of design.

Because Pentelic solutions address optical design, thermal management and power delivery, licensees can achieve rapid time to market and unprecedented price-performance characteristics in their lighting products.

"By providing 92 to 95% optical efficiency, Pentelic solutions allow our licensees to produce the most advanced and cost-effective LED light fixtures," said Jeff Parker, president of the Lighting and Display Technology business at Rambus. "In addition, Pentelic solutions provide precise ray angle control so that fixtures put light exactly where it is desired, maximizing lighting application efficiency."

Rambus is demonstrating the capabilities of Pentelic solutions in a range of example lighting fixtures including hanging pendants, wall sconces, recessed down lights, recessed troffers, streetlights and spotlights.

In addition, Rambus unveiled a hanging pendant fixture created in partnership with renowned lighting designer, Darrell Hawthorne of Architecture & Light, a leading firm of architects and lighting designers located in San Francisco, CA. This hanging pendant demonstrates custom ray angle control and superior application efficiency in an attractive, modern form factor.

"The primary job of the architectural lighting designer is to create beautiful, functional spaces," said Mr. Hawthorne, founding principal at Architecture & Light. "Pentelic technology, by directing light to where it is needed, helps solve some of the most difficult lighting problems encountered. And with great freedom of design, lighting fixtures can be implemented in forms that creatively engage the space — adding impact to any environment."

Pentelic solutions are available for licensing and are based on key Rambus innovations including:

- MicroLens® optics — light distribution features that provide customizable control of uniformity and output ray angle distribution for superior application efficiency;
- TruEdge™ technology— LED-to-light guide coupling technology which delivers 93%-96% of total LED output to the light guide;
- SolidCore™ reflectors— compact reflectors capable of producing tightly controlled, efficient and high-intensity beams ideal for spotlights;
- VirtuOptic™ reflectors— optics that produce a highly collimated, highly efficient light output while delivering precise ray angle control.

Additional information on Rambus' Pentelic lighting solutions is available at www.rambus.com/lighting.

About Rambus Inc.

Founded in 1990, Rambus is one of the world's premier technology licensing companies. As a company of inventors, Rambus focuses on the development of technologies that enrich the end-user experience of electronic systems. Its breakthrough innovations and solutions help industry-leading companies bring superior products to market. Rambus licenses both its world-class patent portfolio, as well as its family of leadership and industry-standard solutions. Headquartered in Sunnyvale, California, Rambus has regional offices in North Carolina, Ohio, India, Germany, Japan, Korea, and Taiwan. Additional information is available at www.rambus.com.

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